

NAVAL RESERVE READINESS COMMAND SOUTHWEST GUIDING PRINCIPLES

Quality Customer Service

To give quality customer service we add something which cannot be bought or measured with readiness and that is sincerity and integrity.

Unquestioned Integrity

Complete honesty, intelligently communicated, is the minimum expectation.

Fairness and Mutual Respect for Customers and Fellow Shipmates

We always treat our customers and fellow shipmates with fairness and in a manner that displays and promotes mutual respect.

"Can Do" Attitude

Though it is not always the quickest, and is certainly not often the easiest, we should always demonstrate a "can do" attitude. There is no alternative to this effort and attitude.

Cooperation

We willingly cooperate with our superiors, peers and subordinates, with one another and with our customers. Our cooperative attitude is expressed as "What can I do to help?"

Added Value In All We Do

We add our knowledge and sincere desire to do a good job. Whatever our level of experience, we add what we are able to the process. Each task or project reflects our unique contribution.

Pride and Professionalism

Every task we perform shows that we take pride in all that we do and displays our desire to perform it in a professional manner.

Desire to Succeed

Whether the activity is large or small, we have a strong desire to complete it successfully and to achieve personal success that is commensurate with our abilities.

Willingness to Change

Our Navy and the Naval Reserve continues to change. We meet this change openly and see it as an opportunity.

Enjoyment in Our Work

We strive to enjoy what we do and put some fun into each day.